GOVERNMENT OF INDIA
ROAD TRANSPORT AND HIGHWAYS
LOK SABHA

UNSTARRED QUESTION NO:3189
ANSWERED ON:11.12.2014
HOARDINGS ON NHS
Birla Shri Om

Will the Minister of ROAD TRANSPORT AND HIGHWAYS be pleased to state:

(a) the measures being taken by the Government to regulate putting up of hoardings on National Highways;

(b) whether the Government proposes to impose ban on putting up hoardings on National Highways in the country;

(c) if so, the details thereof and reasons therefor; and

(d) the guidelines formulated or proposed to be formulated by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS (SHRI PON. RADHAKRISHNAN)

(a) Instructions have been issued by the Ministry from time to time to the executing agencies for dismantling/removal of advertisement hoardings on National Highways within the Right of Way.

(b) to (d) As per Ministrys extant policy, no advertisement hoardings are permitted on National Highways/Expressways within the Right of Way except informatory signs of public interest such as hospitals, bus stations etc. or advertisement of temporary nature announcing local events such as Melas, Flower shows, etc. Under the policy of private sponsorship of road signs and greening of National Highways, the private entrepreneurs are allowed to depict the name/logo of their company in a sign of specified dimension.